



# EMPOWERING THE FUTURE

2015 Youth Entrepreneurship Pilot Program

Program Organizers: Junior Achievement of Arkansas & City of Little Rock - Community Programs Department

Startups are big business in Arkansas these days, especially

variety...the state is helping blaze a

trail in one aspect of the startup

scene: student entrepreneurship.

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# The Issue

**Rising youth unemployment** has been called the next global crisis. It is a national, state and local issue that presents alarming psychological and social consequences. Central Arkansas is no exception.

- Youth make up 40% of the world's unemployed population.
- Nationally, Millennials (18 34) have seen double-digit unemployment for 6 years.
- In Arkansas, the youth unemployment rate is double the state average (over 12%)
- Since 2005, the median annual wage for Arkansas's 25 -34 has only risen by \$125.

Too few Millennials in Central Arkansas are graduating from high school that have been deemed *dropout factories* and those who do graduate lack the 21<sup>st</sup> Century skills necessary to compete in the global economy.



**Consider:** According to a recent Brookings report, the U.S. is losing businesses quicker than businesses are being built. Yet, entrepreneurial intention, or the desire to start a business, has grown to historic highs.

Educators and employers have touted youth entrepreneurship as an alternative means for acquiring skills and attitudes necessary for entering the workforce. *Young people need to be inspired and prepared to create innovative enterprises that meet a need in our community, thereby contributing to the wave of solution-oriented entrepreneurship in our country.* 

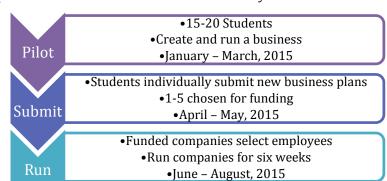
### The Answer

Provide JA's evidence-based entrepreneurship training to hundreds of high-risk high school students annually to help establish a pipeline of inspired and prepared individuals to become entrepreneurial rainmakers for our local economy.

**Pilot Program:** A scalable, relevant and authentic learning experience for a cadre of high school students; participants will individually submit business plans for new companies to compete for funding during summer 2015.

#### Participating students will:

- Understand how to incubate and foster a successful business
- Learn 21st Century skills by utilizing 21st Century tools
- Demonstrate: leadership, marketing-sales, finance, supplychain management



# **Citywide Student Involvement - Calling All Young Entrepreneurs!**

# **Participating Student Requirements**

- Must be 16 years old by June 1, 2015
- Enrolled in school
- Little Rock citizen
- Have access to reliable transportation
- Interested in learning how to create and run their own business

# **Next Steps**

- Interested students can attend the program information session on Thursday, November 6<sup>th</sup> from 5:30PM-6:30PM at the Willie Hinton Neighborhood Resource Center, 3805 W. 12<sup>th</sup> Street, Little Rock AR 72202
- Application Deadline: Monday, November 24<sup>th</sup> (application provided at Information Session)

Questions? Contact Marq Golden • mgolden@littlerock.org • (501) 399-3442